

Rep Order#	7902798	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 09/11/2012 3:51 PM
Last Received: 09/11/2012 3:47 PM
Showing Buylines: All Lines

1 of 3

Station	KSL-TV SALT LAKE CITY
Advertiser	() NRCC-NATL REPUB CONG
Product	NRCC IE 2012
Estimate#	3159
Buyer	KRISTY KOVATCH
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3159
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONTRACTS CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. KATZ COMMUNICATIONS, INC. NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	TODAY SHW2	9A-10A	:30	10/12-10/12	1	\$240.00	1
Rating: 1.4								
2	M-TH	TODAY SHW2	9A-10A	:30	10/15-10/18	4	\$240.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
6	F	KSL 5 NWS-NOON<	12P-1P	:30	10/12-10/12	1	\$225.00	1
Rating: 1.8								
7	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	10/15-10/18	4	\$225.00	4
Rating: 1.8								
Buyline Comment: 1/DAY								
11	F	KATIE COURIC	4P-5P	:30	10/12-10/12	1	\$300.00	1
Rating: 1.1								
12	TU-W	KATIE COURIC	4P-5P	:30	10/16-10/17	2	\$300.00	2
Rating: 1.1								
Buyline Comment: 1/DAY								
15	M-TH	KSL 5 NW TDY 1	5A-6A	:30	10/15-10/18	4	\$75.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								
16	F	KSL 5 NW TDY 1	5A-6A	:30	10/12-10/12	1	\$75.00	1
Rating: 0.7								

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				Showing Buylines: All Lines				
Station KSL-TV SALT LAKE CITY	Agency () NATIONAL MEDIA RESEARCH PLANNING	Rep Firm						
Advertiser () NRCC-NATL REPUB CONG	815 SLATERS LANE	Sales Office () WASHINGTON						
Product NRCC IE 2012	ALEXANDRIA, VA 22314	Salesperson () JAMIE ANDRUS						
Estimate# 3159	Agency C/P1/P2/E 155/426/3159							
Buyer KRISTY KOVATCH	Flight Dates 10/12/2012 - 10/18/2012	Salesperson Phone# 202-872-1155						
Phone#	Hiatus Weeks	Salesperson FAX#						
Fax#								
Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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19	F	KSL 5 NW TDY 2	6A-7A	:30	10/12-10/12	1	\$425.00	1
Rating: 2.1								
20	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/15-10/18	4	\$425.00	4
Rating: 2.1								
		Buyline Comment: 1/DAY						
24	F	TODAY SHW	7A-8A	:30	10/12-10/12	1	\$950.00	1
Rating: 2.8								
25	M-TH	TODAY SHW	7A-8A	:30	10/15-10/18	4	\$950.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
29	SU	SUN TODAY-NBC	7A-8A	:30	10/14-10/14	1	\$185.00	1
Rating: 1.0								
30	SU	MEET PRESS-SUN	8A-9A	:30	10/14-10/14	1	\$300.00	1
Rating: 1.9								
31	TU	TONITE SHW	1035P-1137P	:30	10/16-10/16	1	\$800.00	1
Rating: 3.2								
32	SA	SPORTS BEAT SA<	1035P-1105P	:30	10/13-10/13	1	\$500.00	1
Rating: 2.3								
33	F	KSL 5 NWS-10<	10P-1035P	:30	10/12-10/12	1	\$2,500.00	1
Rating: 6.0								
34	W	KSL 5 NWS-10<	10P-1035P	:30	10/17-10/17	1	\$2,500.00	1
Rating: 6.0								
35	SA	KSL 5 NWS-10	10P-1035P	:30	10/13-10/13	1	\$1,800.00	1
Rating: 5.0								

Station KSL-TV SALT LAKE CITY Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
 Advertiser () NRCC-NATL REPUB CONG 815 SLATERS LANE Sales Office () WASHINGTON
 Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Estimate# 3159 Agency C/P1/P2/E 155/426/3159 Salesperson Phone# 202-872-1155
 Buyer KRISTY KOVATCH Flight Dates 10/12/2012 - 10/18/2012 Salesperson FAX#
 Phone# Hiatus Weeks
 Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
36	F	GAME DAY LIVE	630P-7P	:30	10/12-10/12	1	\$400.00	1
Rating: 1.7								
37	F	DATELINE FR-NBC	9P-10P	:30	10/12-10/12	1	\$1,400.00	1
Rating: 4.6								
38	SU	SNF	615P-930P	:30	10/14-10/14	1	\$4,500.00	1
Rating: 6.4								

---REPORT TOTALS---
 Report Totals: 38 / \$25,360.00

---SALES MONTHLY TOTALS---
 Oct 12: 38 / \$25,360.00
 Sales Totals: 38 / \$25,360.00
 Station Totals: 38 / \$25,360.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$31,700
 CABL 0% KJZZ 0% KSL 80% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 20%

Books null
 Demos RA35+